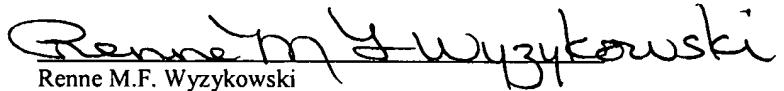


PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

*I hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on February 12, 2007.*

  
Renne M. Wyzykowski

Applicant : Thomas P. Ivanyi Confirmation No. 9772  
Application No. : 09/944,348  
Filed : August 31, 2001  
Title : SYSTEM AND METHOD FOR MEASURING AND STORING  
INFORMATION PERTAINING TO TELEVISION VIEWER OR USER  
BEHAVIOR  
  
Grp./Div. : 2623  
Examiner : Peter C. Wilder  
Customer No. ; 23363  
  
Docket No. : 57547/A719

**INFORMATION DISCLOSURE STATEMENT WITH FEE  
UNDER 37 CFR §§ 1.97(c) AND 1.17(p)**

**Mail Stop AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Post Office Box 7068  
Pasadena, CA 91109-7068  
February 12, 2007

Commissioner:

In compliance with the duty of disclosure under 37 CFR §§ 1.56, 1.97 and 1.98, and in accordance with the provisions in the Manual of Patent Examining Procedure §§ 609 and 707.05(b), enclosed is FORM PTO/SB/08A/B listing the references that are known to applicant. Copies of each of the listed references are enclosed.

It is respectfully requested that the listed references be considered in the examination of this application and identified on the list of references cited on the patent issuing for this application. Applicant also requests that an initialed copy of FORM PTO/SB/08A/B be entered in the application file and returned to applicant with the next communication from the Office in accordance with MPEP § 609.

02/16/2007 CNEGA1 00000011 09944348  
01 FC:1806 180.00 0P

**Application No. 09/944,348**

Enclosed is the processing fee of \$180 as required by 37 CFR § 1.17(p). The Commissioner is hereby authorized to charge any fees which may be required by this paper to Deposit Account No. 03-1728. Please show our docket number with any Deposit Account transaction. **A copy of this paper is enclosed.**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

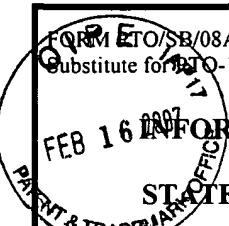
By

  
Daniel M. Cavanagh  
Reg. No. 41,661  
626/795-9900

DMC/rmw

Enclosures: Check \$180  
Copy of this paper  
Copy of IDS  
Form PTO/SB/08A/B, w/references

RMW IRV1103885.1--02/12/07 3:30 PM



FORM PTO/SB/08A/B (10-01) Substitute for PTO-1449A/B  FEB 16 2007 INFORMATION DISCLOSURE STATEMENT BY APPLICANT  (use as many sheets as necessary)	Attorney Docket Number	57547/A719
	Application Number	09/944,348
	Filing Date	August 31, 2001
	Applicant(s)	Thomas P. Ivanyi
	Group Art Unit	2623
	Examiner Name	Peter C. Wilder

#### U.S. PATENT DOCUMENTS

EXAMINER INITIALS	Cite No. <sup>1</sup>	DOCUMENT NUMBER Number - Kind Code <sup>2</sup> (If Known)	PUBLICATION DATE MM-DD-YYYY	NAME OF PATENTEE

#### FOREIGN PATENT DOCUMENTS

EXAMINER INITIALS	Cite No. <sup>1</sup>	Foreign Patent Document Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (If Known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	T <sup>6</sup> ( <input checked="" type="checkbox"/> )

#### OTHER DOCUMENTS

EXAMINER INITIALS	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article, title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
		Yuen, H., U.S. Provisional Patent Application entitled "EPG With Advertising Inserts", Application No. 60/034,784, filed December 19, 1996 (3 pgs.) (as obtained from the USPTO PAIR system).
		Ward, T., U.S. Provisional Patent Application entitled "EPG With Advertising Messages", Application No. 60/053,330, filed July 21, 1997 (5 pgs.) (as obtained from the USPTO PAIR system).
		Ward, T., U.S. Provisional Patent Application entitled "Advertising Messages Depending On Access Content", Application No. 60/055,237, filed August 12, 1997 (2 pgs.) (as obtained from the USPTO PAIR system).
		Macrae, D U.S. Provisional Patent Application entitled "Electronic Program Guide Features", Application No. 60/055,761, filed August 14, 1997 (27 pgs.) (as obtained from the USPTO PAIR system).
		Ward, T., U.S. Provisional Patent Application entitled "TV Guide Plus+", Application No. 60/061,119, filed October 6, 1997 (28 pgs.) (as obtained from the USPTO PAIR system).

RMW IRV1103890.1-\*02/12/07 4:08 PM

EXAMINER SIGNATURE		DATE CONSIDERED	
--------------------	--	--------------------	--

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kinds Codes of USPTO Patent Documents at [www.pto.gov](http://www.pto.gov) or MPEP 901.4. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup>Applicant is to place a check mark here if English Language Translation is attached.

Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE